

**I claim:**

1. A timekeeping device comprising;  
at least one analog indicator,  
changeable display areas at hour demarcation points,  
and control means.
2. The device of claim 1 wherein a day of the week is represented by at least one alpha-numeric character within a display area.
3. The device of claim 1 wherein a day of the month is represented by at least one alpha-numeric character within a display area.
4. The device of claim 3 wherein the at least one alpha-numeric character is a numeral between 1 and 31 inclusive.
5. The device of claim 4, wherein a suffix corresponding to the displayed numeral provides added readability of the numeral for the user.
6. The device of claim 1 wherein a month of the year is represented by at least one alpha-numeric character within the display area.
7. The device of claim 6 wherein the at least one alpha-numeric character is a numeral between 1 and 12 inclusive.
8. The device of claim 1 wherein a calendar year is represented by a least one alpha-numeric character within the display area.

9. The device of claim 8 wherein the at least one alpha-numeric character is a numeral between 00 and 99 inclusive.
10. The timepiece of claim 1 wherein numerals between 1 and 12, inclusive, are displayed in traditional positions for hours 1 through 12 within the display areas.
11. The device of claim 1 wherein the hour of the day is represented by at least one alpha-numeric character within the display area.
12. The device of claim 11 wherein numerals between 1 and 12, inclusive, are displayed in traditional positions for hours 1 through 12 within the display area during the anti meridian period of the day.
13. The device of claim 11 wherein numerals between 13 and 24, inclusive, are displayed in traditional positions for hours 1 through 12 within the display area during the post meridian period of the day.
14. The device of claim 1 wherein symbols displayed in the display area are selected from the group consisting of roman numerals and icons and graphic representations.
15. The device of claim 1 wherein hour indicators are selectively made visible within the display area while other indicators are made blank thereby providing appealing graphical patterns.
16. The device of of claim 1 wherein hour indications within the display area periodically change appearance thereby conveying a continuous passage of time.

17. The device of claim 1 wherein previously stored information is shown at the display area selected from the group consisting of names and phone numbers and personal data.
18. The device of claim 1 wherein digital chronometer functions are shown at the display areas thereby conveying information selected from the group consisting of stopwatch values and elapsed time values and alarm clock settings and alternate time zones.
19. The device of claim 1 wherein a progressively moving transition is shown on the display area thereby graphically conveying trends selected from the group consisting of tide levels and moon phases and climate conditions and biometric data and measurements.
20. A timekeeping device comprising;  
at least one analog indicator,  
a changeable display area,  
and hour indicators positioned in rotated locations by means of the changeable display area to represent an alternate time zone.